

# How RedIron Helped Hallmark Transition Seamlessly To The Cloud

Transitioning your retail stores to the cloud can be complex. We get it.

Staying on-prem could hold your retail business back from the growth you deserve. Hallmark knew that to remain a leader in the industry, they had to transition their retail stores to the cloud. RedIron helped Hallmark navigate that transition so they were set up to scale successfully.



## What Hallmark Was up Against

  
**High Stakes Environment**

Every major retailer struggles with technical debt, making it hard to keep up with industry trends. Remaining the biggest competitor in the industry required agility.

  
**Clunky Workflows & Operational Inefficiencies**

Hallmark was operating in an on-prem data center, making it difficult to streamline workflows and maximize their investment.

  
**Fast Paced Competitive Landscape**

Hallmark knew that to stay relevant and competitive in their industry, they had to meet customer demands by operating in the cloud.

# RedIron Helped Hallmark Secure Their Position in the Future of Retail and Can Help You, Too

RedIron delivers comprehensive, end-to-end migration services and technology solutions for growing retailers. With our expertise, you'll set yourself up for the growth you deserve.

## How RedIron Helped Hallmark Transition with Ease



Specialized retail expertise enabled us to map out the entire project from start to finish while avoiding common pitfalls. We understand the nuance of retail better than companies focused on other verticals, allowing us to offer Hallmark the retail-specific functionality they needed in the moment. Through our process, we helped alleviate the stress that technical debt could have caused while adding new systems to future-proof their business.



With RedIron, Hallmark gained more than just a vendor – they gained a partner they could fully trust to support them throughout the entire project. Our support team is always available to answer the phone and offer guidance as needed. The experts at Oracle keep your applications up and running so you can rest easy with full confidence our team is there when you need us.



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# The Results



## Competitive Advantage

Through our partnership, Hallmark seamlessly transitioned their retail stores to the cloud. As a result, they've stayed competitive and relevant in a crowded market.



## Revenue Growth Through Product Enhancements

Our team of experts helped streamline workflows for the Hallmark team. They were able to seamlessly add new features and functionality. This allowed Hallmark to take advantage of new buying trends to move more inventory to their customers.



## Peace of Mind

Knowing they had an expert partner throughout the process gave Hallmark peace of mind. Their team gained clarity on where their business was and where the project stood.

**Margaret Jones**  
**Hallmark Retail**  
**Technology Director**

“We appreciate and value the continued rigor, discipline, and quality we've come to expect now for the various initiatives RedIron is affiliated with. That's a testament to your team.”

## Helping Revolutionize How the World's Biggest Retail Brands Transition to the Cloud

**BOOT BARN**

**WOLVERINE** | **W**  
worldwide

**SEPHORA**

Leverage the retail industry's leading suite of tech solutions that will set your business up to scale successfully.

**Schedule a Call**